Personas and Scenarios

1. Elevator Pitch

* Who are you? Mobile Think Tank (Name? MTT?) is seeking to help talented professionals to realize their ideas.
* What do you do? We are creating a mobile app, that matches young professionals with the same interests and provide them a communication platform to discuss their ideas.
* How you do it? Simple, fast mobile app with cross-matching, widened and narrowed criteria-search and localization.
* What do you deliver? An app that can register and collect young, professionals (target group) who can start their company with the help of this app. Can contain Premium subscription and in-app purchases, so as ads.
* Who you work with? Universities, Start-up companies, individuals, incubator hubs.

1. Personas

* Private Information:
  + Name: Matthew Lowton
  + Age: 23
  + Job: Entrepreneur, just graduated
  + Area of living: Manchester
  + Personal interests: starting a company
  + Description: Matthew have just graduated from university and would like to start a company. He has learned all the necessary knowledge about how to start a company, but he lacks of good ideas and other partners for establishing it. Matt registers to MTT and searches for people, who wants to start a company as well. Matt need someone with a good idea, someone who knows finance and accounting, and some programmers. Matt can search in his region, Manchester, but he can also search anywhere in the world, through the interest criteria. Matt finds people who would also like to start a company and good at finance, programming, etc. Matt sends a request that he would like to talk to them. Sara, who knows finance and Jens, who knows programming accepts his request. They create a communication hub, where they can start discussing their ideas and thoughts. Eventually they come up with an idea.
* Interaction:
  + Usage: Primary function (matching) – 3-4 times a week, secondary function (communicating) – daily usage
  + Used for: Matching and communicating
  + Other: Further expansion: Adding members to a group discussion
  + Used together with: (?)

1. Primary Scenario (with sketched storyboard)

* Matthew downloads app and registers
* Matthew fills personal information and interests (criteria)
* Matthew logs in and starts to search for Pn with certain (predefined) criteria.
* Matthew finds Sara, Jens, Kim… Pn and sends request.
* Sara accepts request, a match is found.
* Communication hub is now available Matt and Sara can write to each other.
* Matthew or Sara can add other personas to the hub.

1. [other ideas]:

Premium Subscription: Business Canvas templates in order to help set up and establish start up companies.